CHAPTER 5

URBAN DESIGN

This chapter presents an overall urban design framework for the Santana Row/Valley Fair Urban Village. The urban design goals, standards and guidelines presented in this chapter lay the groundwork for a distinctive and pedestrian-oriented Village. The framework supports a village-wide public realm that is attractive, accessible, and walkable, and ensures that higher-intensity village development is compatible with and supports existing neighborhoods both within and near the Village. In general, the urban design framework focuses on the Village's character and livability.

The organization of this chapter is as follows:

- **Section 5.1: Urban Design Framework** and describes the key features of the Village's urban design and lists overall goals related to the design of the public realm.
- **Section 5.2: Building Height, Placement, and Bulk** provides basic development standards. This section also describes and illustrates how two development opportunity sites—case studies A and B—may achieve the urban design goals and comply with the land use, height, and basic development standards.
- **Section 5.3: Building and Site Design** provides specific direction and guidance for project applicants. Topics include site planning design, ground level design, parking and access, and sustainability. This section articulates design standards, which are required of all private development, as well as design guidelines, which are recommendations for all project applicants. Together, the standards and guidelines listed will help achieve the overall Urban Design goals.

IN THIS CHAPTER

5.1 Urban Design Framework

Figure 5-1 describes the Santana Row/Valley Fair Urban Village's urban design framework, focusing on the many elements of the Village's public areas that are visible and accessible from within the neighborhood. This includes the space between buildings and streets, connections to major roadways and destinations, transit, and open space areas, and active retail areas that encourage pedestrian activity – all of which contribute to the area's identity as a vibrant and walkable mixed-use San José Urban Village.

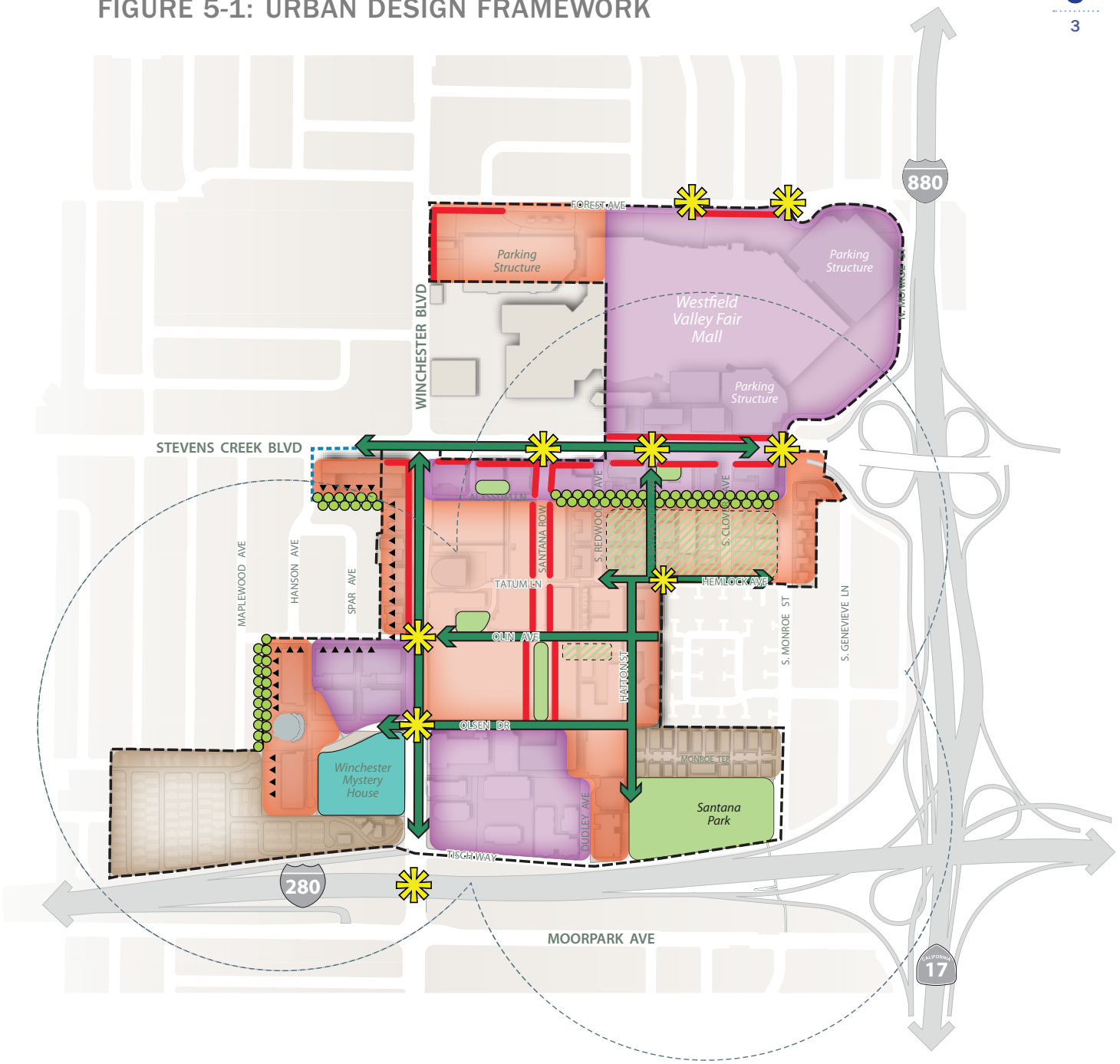
In terms of land use, the Winchester Ranch Mobile Home Park and the Monroe Terrace development are the only areas to remain designated as residential-only. The Westfield Valley Fair Mall, the south side of Winchester Boulevard between Winchester Boulevard and Monroe Street, and about 12 acres south of Olsen Avenue are designated as commercial-only. The remainder of the Urban Village supports mixed-use development.

The Urban Design framework describes an overall active and accessible public realm that builds on and extends the character, energy and magnetism of Santana Row to the rest of the Urban Village. As shown in Figure 5-1, the mixed-use quality of Santana Row is expanded to Monroe Street along the Stevens Creek Boulevard commercial corridor, as well as to the west across Winchester Boulevard. In addition, an active corridor is envisioned north of the Valley Fair mall, with new open spaces ground-level commercial along the south side of Forest Avenue.

A network of Primary Pedestrian Routes serves the entire Village along Baywood Avenue, Hemlock Avenue, Hatton Street, Olin Avenue, Olsen Drive, as well as along the major corridors, Winchester and Stevens Creek boulevards. These Primary Pedestrian Routes provide direct access to key retail corridors and open spaces, including the historic Century 21 dome, Santana Park, and Santana Row itself. In addition, pedestrian- and bike-only Green Connectors are envisioned in two locations: along or near the Alyssum Lane alignment, providing mid-block east-west connectivity through the long blocks between Stevens Creek Boulevard and Hemlock Avenue east of Redwood Avenue, and between Santana Row West and existing residential development facing Maplewood Avenue. These Green Connectors will be new publicly-accessible linear open spaces that serve the Village and nearby neighborhoods.

Chapter 6 focuses in greater detail on the quality of enhancements to the circulation and open space networks as well as specific placemaking opportunities.

FIGURE 5-1: URBAN DESIGN FRAMEWORK



- Primarily Residential
- Mixed Use
- Commercial Only
- Park and Open Space
- General Location/Area for Future Small Park/Plaza
- Private Recreation
- Height Transition Standards Apply
- Potential Green Connection (Pedestrian-only)
- New or Enhanced Intersection/Crossing
- Primary Pedestrian Route
- Active Ground-Floor Frontage
- Urban Village Boundary
- Urban Village Boundary
- Proposed Urban Village Boundary

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FEET

GOALS

GOAL UD-1

Enhance the existing pedestrian environment by creating a more interconnected pedestrian circulation system throughout the Village. Maximize connectivity along public rights-of-way, mid-bock crosswalks and connections, pedestrian/bicycle Green Connectors, and connections through both public and private development.

GOAL UD-2

Support an active and engaging pedestrian environment along Winchester Boulevard, Stevens Creek Boulevard, and Forest Avenue.

GOAL UD-3

Create a sense of continuity through architecture, building scale, and pedestrian connections throughout the Village to ensure that new development is well-integrated within existing neighborhoods.

GOAL UD-4

Promote attractive, high quality, and sustainable building design.

5.2 Building Height, Placement, and Bulk

Building massing in any infill development must consider the scale and nature of the adjacent uses. This section establishes development standards for building height limits, building placement, and bulk standards, with special attention paid to areas where infill village development abuts existing residential neighborhoods. Together with density and intensity limits and other building and site planning standards, these standards will ensure context-sensitive design throughout the Santana Row/Valley Fair Urban Village.

Height

Figure 5-2: Building Height diagrams maximum height limits within the Urban Village. While the more intense land uses are generally allowed taller heights, building height does not correspond directly to land use. The height limits shown in this figure are to be applied together with the Building Placement and Bulk development standards that follow in Table 5-1.

As shown in Figure 5-2, the Village's tallest building heights—a maximum of 200 feet—are proposed generally along Winchester Boulevard and the I-280, corridor, stepping down toward the residential uses within and adjacent to the Village. Buildings may approach 150 feet in height along Stevens Creek Boulevard east of Winchester Boulevard; along the I-880 corridor on the Valley Fair Mall block; and on the corner of Forest Avenue and Winchester Boulevard. South of Stevens Creek Boulevard between Russelia Lane and South Monroe Street, building heights are "feathered down" toward the existing residential area south of Hemlock Ave. Similarly, a building height of 120 feet is permitted at the southwest corner of Stevens Creek and Winchester boulevards, but maximum heights are reduced 65 feet on parcels immediately to the west and south.

In select areas where parcels are typically small in size, a reduced height limit of 55-feet is enforced for projects on parcels less than one acre in size. This is to encourage lot consolidation and avoid large-scale buildings on small sites.

FIGURE 5-2: BUILDING HEIGHT DIAGRAM

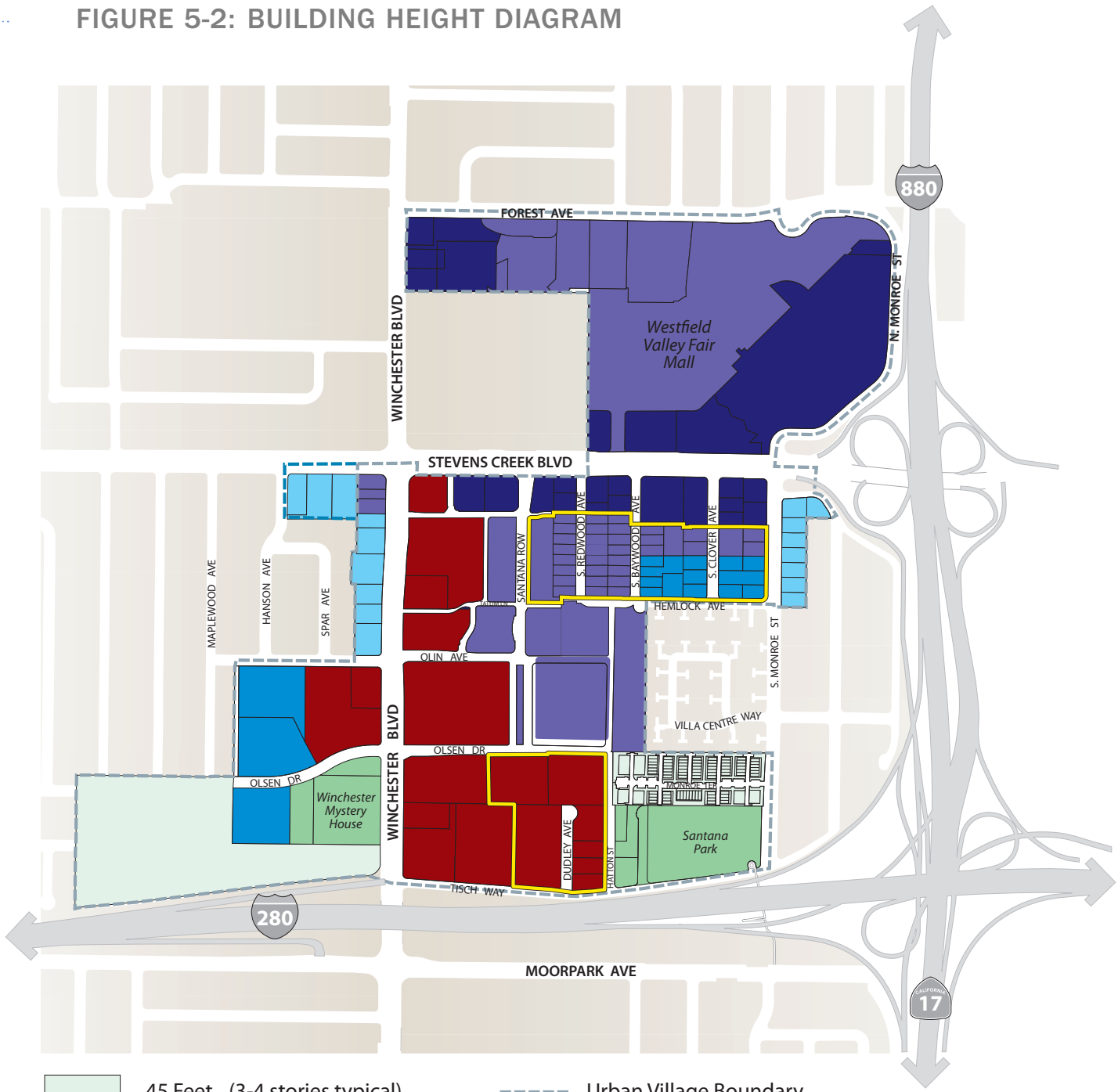


FIGURE 5-3: BUILDING HEIGHT EXAMPLES

Building Placement And Bulk

Building placement and bulk throughout the Urban Village are determined by several factors, including land use, location, and adjacent uses. Setback standards help enforce the desired character of the land use, as described in Chapter 2, without limiting the capacity of private development. In areas where a mixed-use or commercial building abuts lower-intensity residential use, transitional height standards maintain sufficient "breathing room" for the lower-intensity use in terms of sunlight access, privacy, and noise. Setback and street frontage standards also ensure a continuously active and engaging street frontage in select locations, supporting the vibrancy of the Village's public realm. Standards relating to building placement and bulk are listed below in Table 5-1.

TABLE 5-1: BUILDING PLACEMENT AND BULK STANDARDS

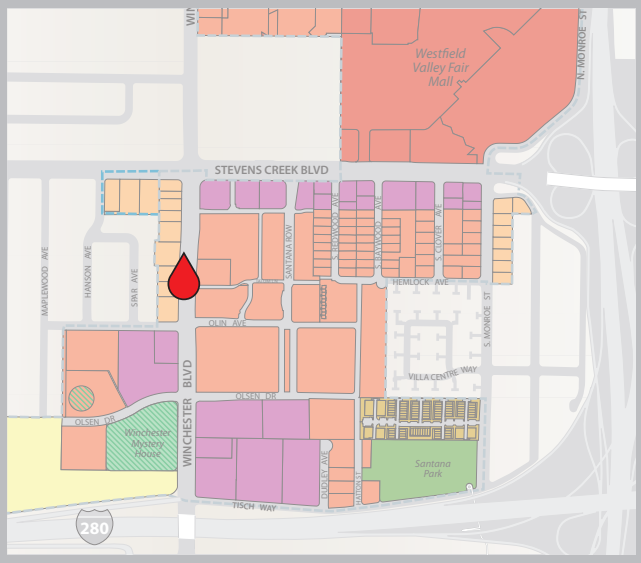
	URBAN VILLAGE AND URBAN VILLAGE COMMERCIAL	REGIONAL COMMERCIAL, NEIGHBORHOOD/ COMMUNITY COMMERCIAL AND MIXED USE COMMERCIAL	URBAN RESIDENTIAL AND MIXED USE NEIGHBORHOOD
FRONT SETBACK, NON-RESIDENTIAL GROUND FLOOR USE	• 0-10 ft. • Buildings must be located at the property line for a minimum of 50% of street-facing building frontage.[1, 2]	• Min. 0 ft • Building must be located at the property line for a minimum of 50% of street-facing building frontage.[1, 2]	
FRONT SETBACK, RESIDENTIAL GROUND FLOOR USE	2-5 ft. *(applies to Urban Village only)* [2]	2-5 ft. *(applies Mixed-Use Commercial only)* [2]	2-10 ft. [2]
STREET SIDE SETBACK	0-10 ft.	Min. 0 ft.	Min 5 ft.
SIDE SETBACK	• 0 ft. • Where adjacent to residential use with 35 ft. or 45 ft. height limit, see Transitions (figures 5-4 to 5-7)		• Min. 5 ft. • Where adjacent to residential use with 35 ft. or 45 ft. height limit, see Transitions (figures 5-4 to 5-7)
REAR SETBACK	• Min 10 ft. • Where adjacent to residential use with 35 or 45 ft. height limit, see Transitions (figures 5-4 to 5-7)		

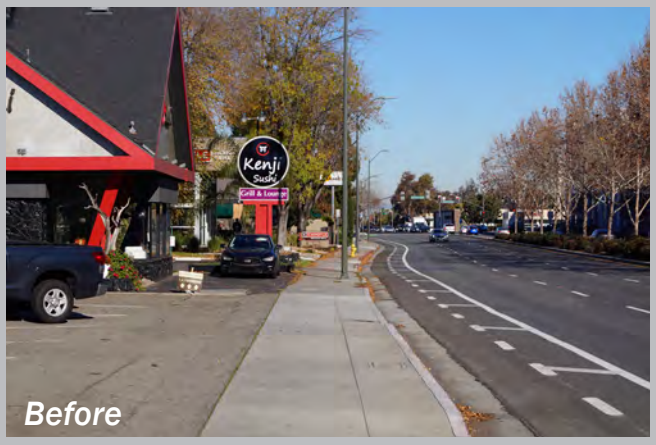
1. Active entry courtyards, plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use located between the setback line and building may count toward this requirement.
2. Where the existing sidewalk in front of a development project is less than the required sidewalk as indicated in Chapter 6 (20 feet along Winchester Boulevard or Stevens Creek Boulevard and 15 feet on all other streets), the project must make up the difference such that the entire 20 (or 15) feet is publicly accessible and functions as a sidewalk.

Transitions

Figures 5-4 through 5-7 apply where development within the Santana Row/Valley Fair Urban Village boundaries abuts residential uses designated by the General Plan Residential Neighborhood uses, both with a 35-foot height limit (typically R-12 and R-2 zones) and a 45-foot height limit (typically RM and Urban Residential zones).

WINCHESTER BOULEVARD VISUALIZATION





URBAN DESIGN

FIGURE 5-4: URBAN VILLAGE/URBAN VILLAGE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD, MAXIMUM 35-FOOT HEIGHT

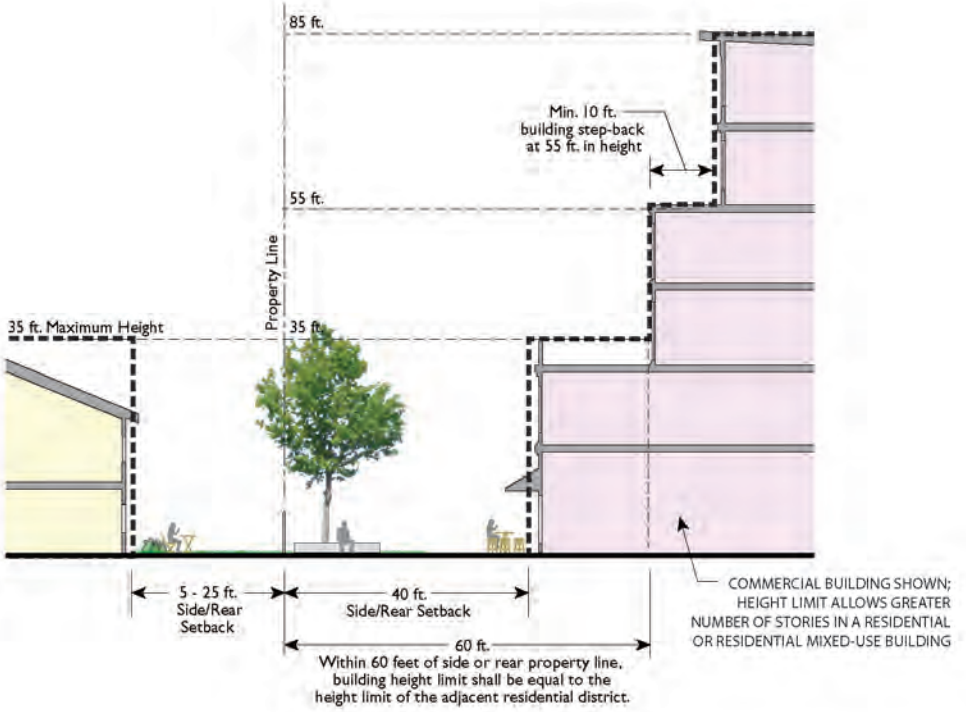


FIGURE 5-5: URBAN VILLAGE/URBAN VILLAGE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD, MAXIMUM 45-FOOT HEIGHT

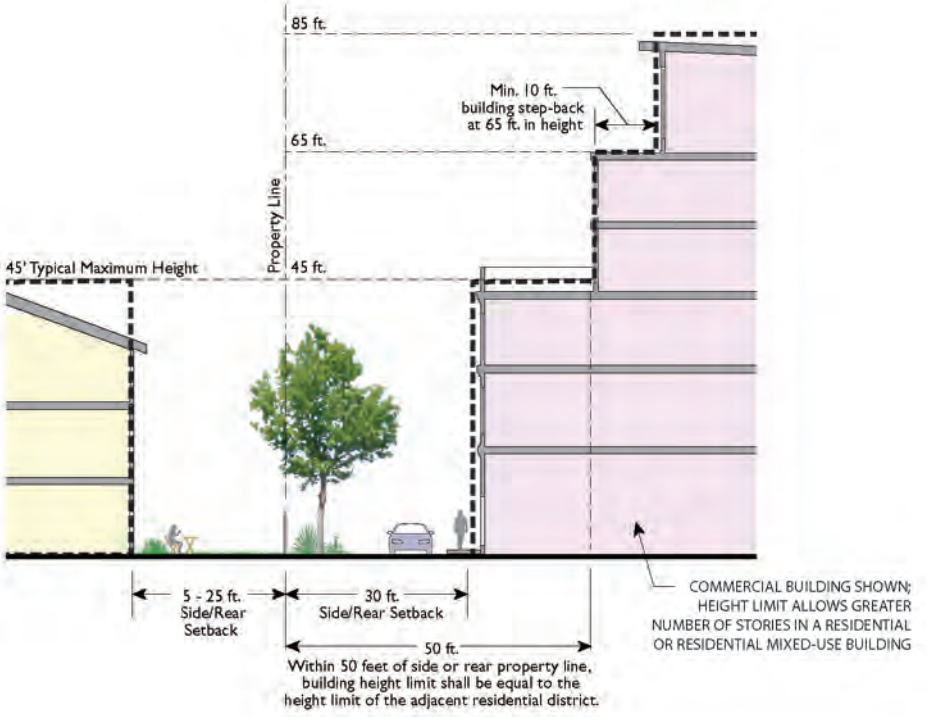


FIGURE 5-6: MIXED USE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBOHROOD

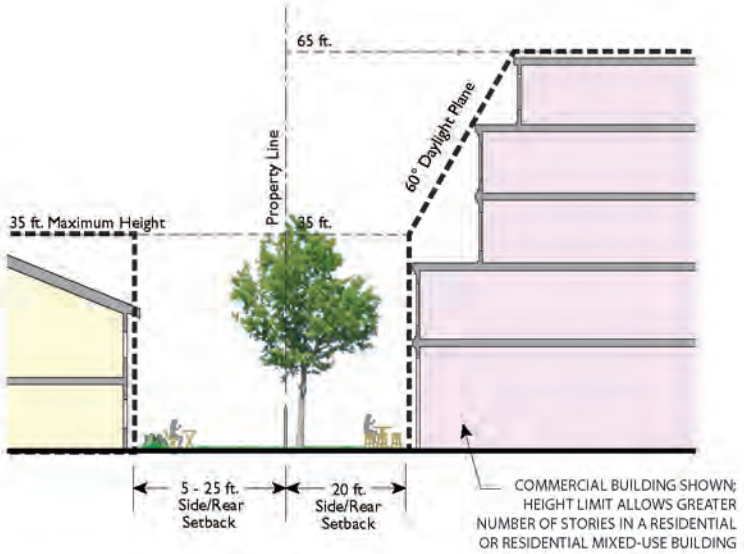
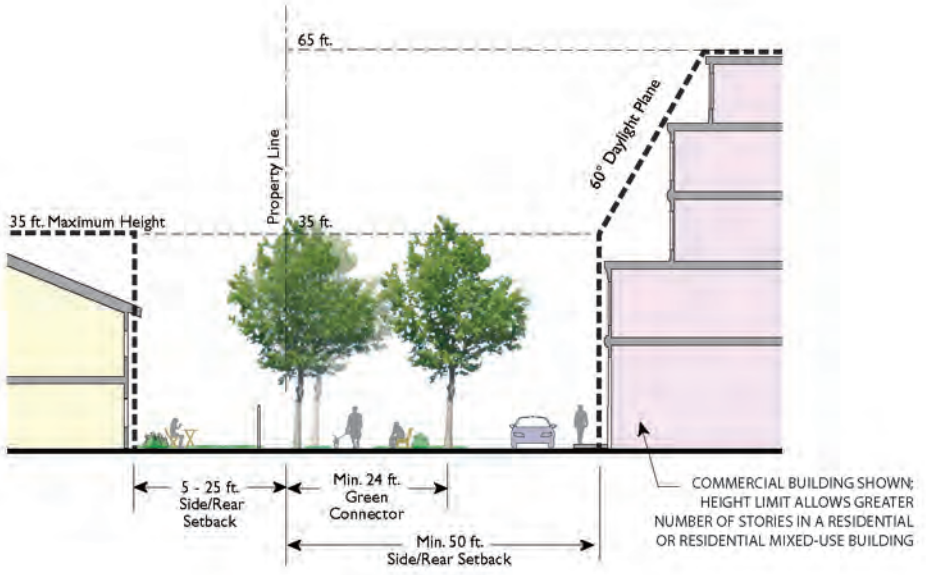


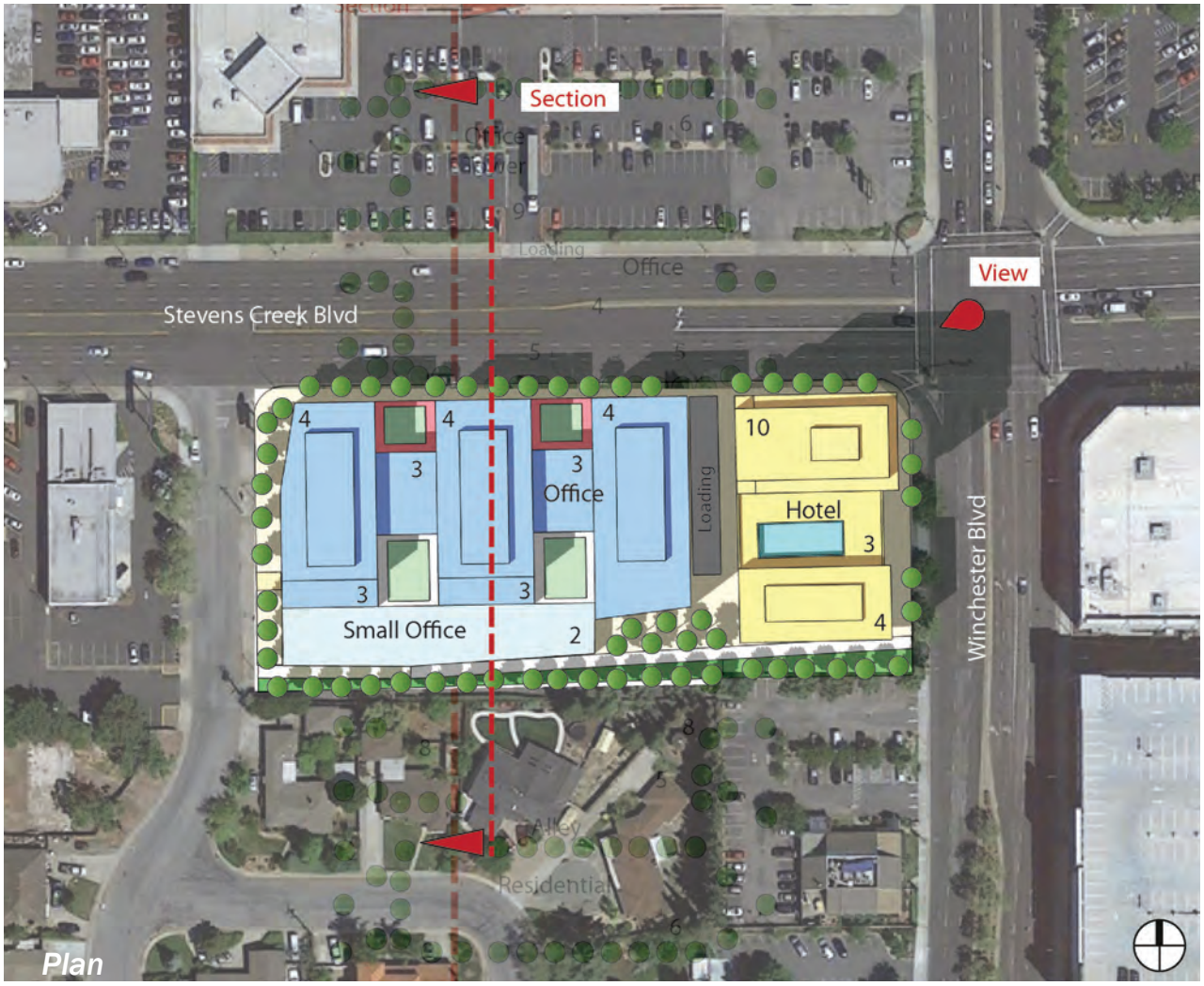
FIGURE 5-7: NEIGHBORHOOD COMMUNITY COMMERCIAL/MIXED USE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD WITH GREEN CONNECTOR

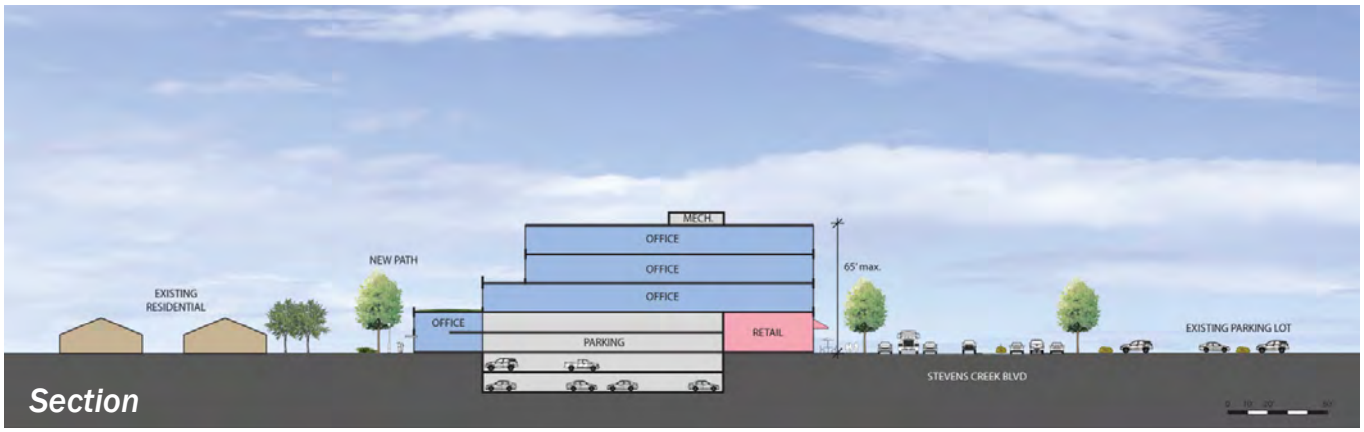


CASE STUDY A

Site A occupies six parcels at the corner of Winchester Boulevard and Stevens Creek Boulevard. The case study assumes assembly of these six parcels into one 2.7-acre site with a land use designation of Mixed Use Commercial across the entire site. The study envisions a 120-foot hotel on Winchester Boulevard with active retail at the ground level and parking underground. On the west half of the site are 65-foot office buildings with ground floor retail along Stevens Creek. Four levels of parking serve the office uses—two podium levels and two levels underground.

As shown in the Urban Framework Diagram, a pedestrian and bike-only Green Connector spans the south side of the site between Winchester Boulevard and Hanson Avenue. Small two-story office spaces along the south side of the development overlook the Green Connector. Transitions to existing residential uses to the south are achieved through courtyards and stepping-down of building massing.





Section

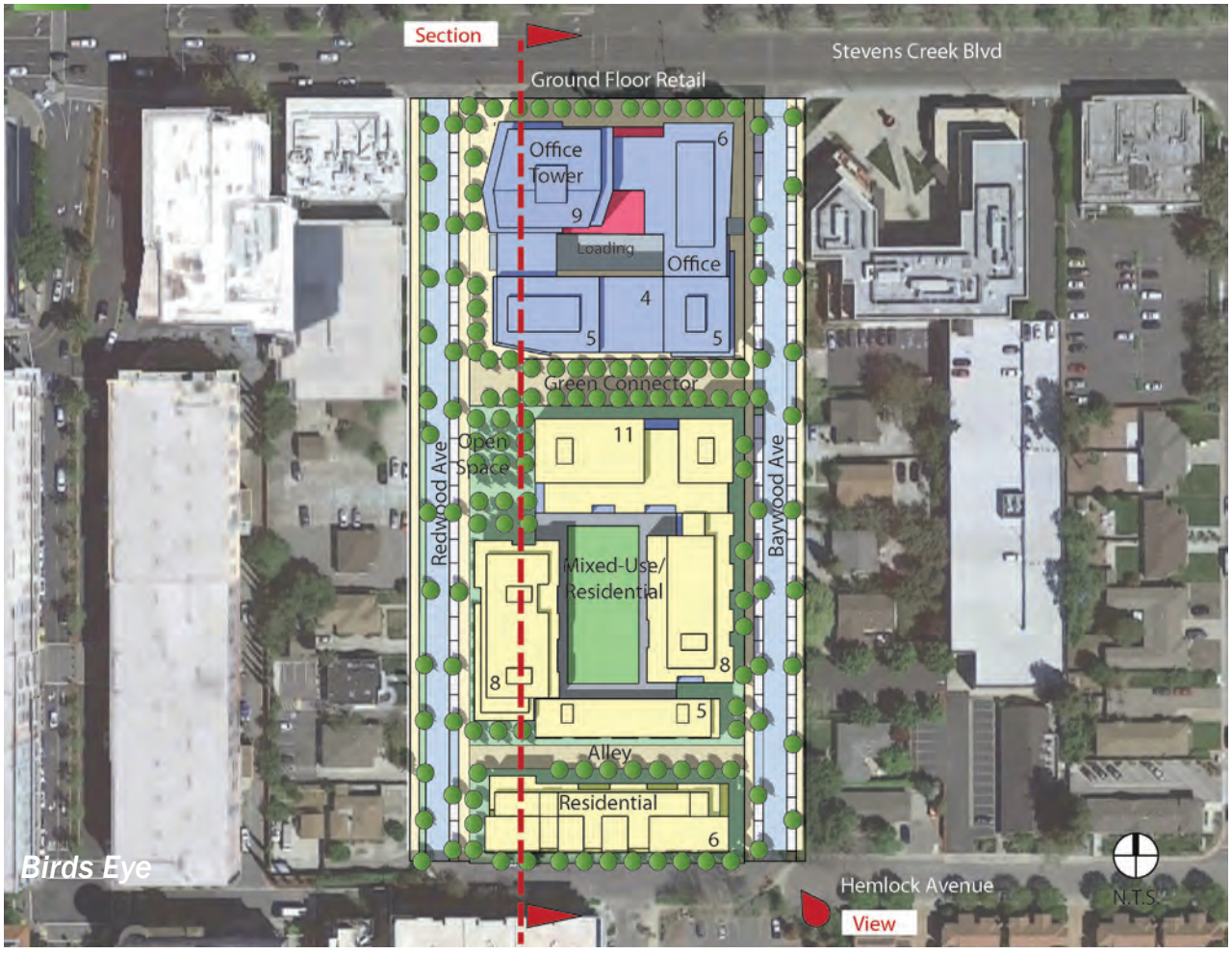
View

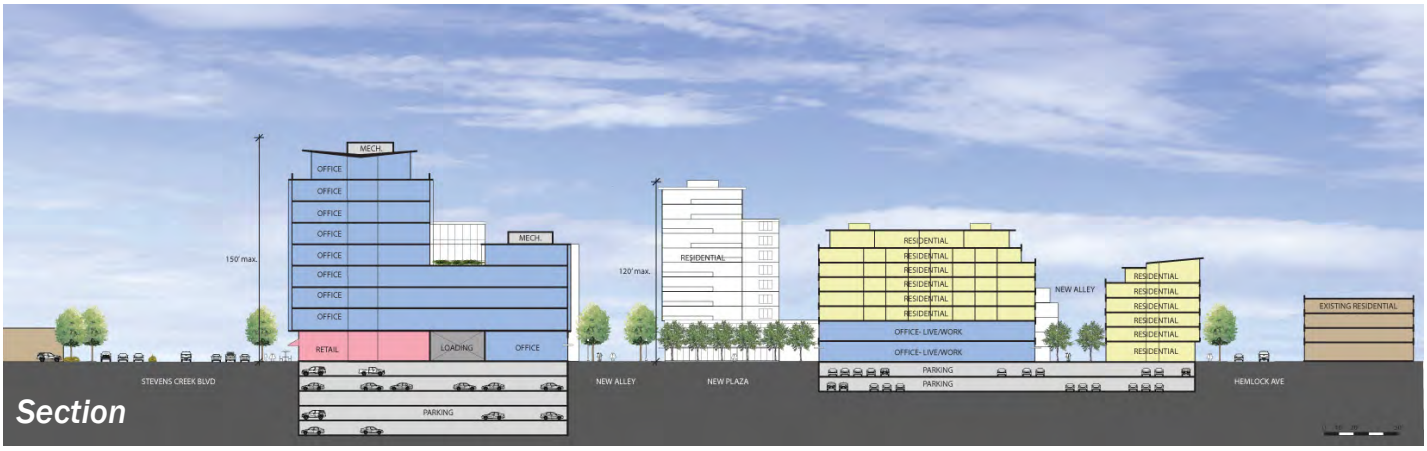
CASE STUDY B

Site B is the block bound by Stevens Creek Boulevard and Hemlock, Baywood, and Redwood avenues. The case study assumes assembly of all 20 parcels into one 3.5-acre site. Bisecting the site is a Green Connector along the Alyssum Lane alignment. The site is designated Urban Village Commercial to the north of the Green Connector, and Urban Village to the south.

North of the Green Connector, the case study envisions office uses with ground level retail. An office tower along Stevens Creek Boulevard reaches 120 feet and a deep ground floor retail space also facing Stevens Creek Boulevard accommodates a large retailer such as a grocery store. Five levels of underground parking serve these office and retail uses.

South of the Green Connector is a mix of residential and office/live-work uses. This part of the case study site includes two blocks of development: one block overlooks a central shared open space over three levels of podium parking, and one block lies along Hemlock Avenue and a new east-west alley. Under both blocks are two levels of underground parking accessed off the new alley, Redwood Avenue, and Baywood Avenue.





Section

View

5.3 Building and Site Design

SITE PLANNING

Standards

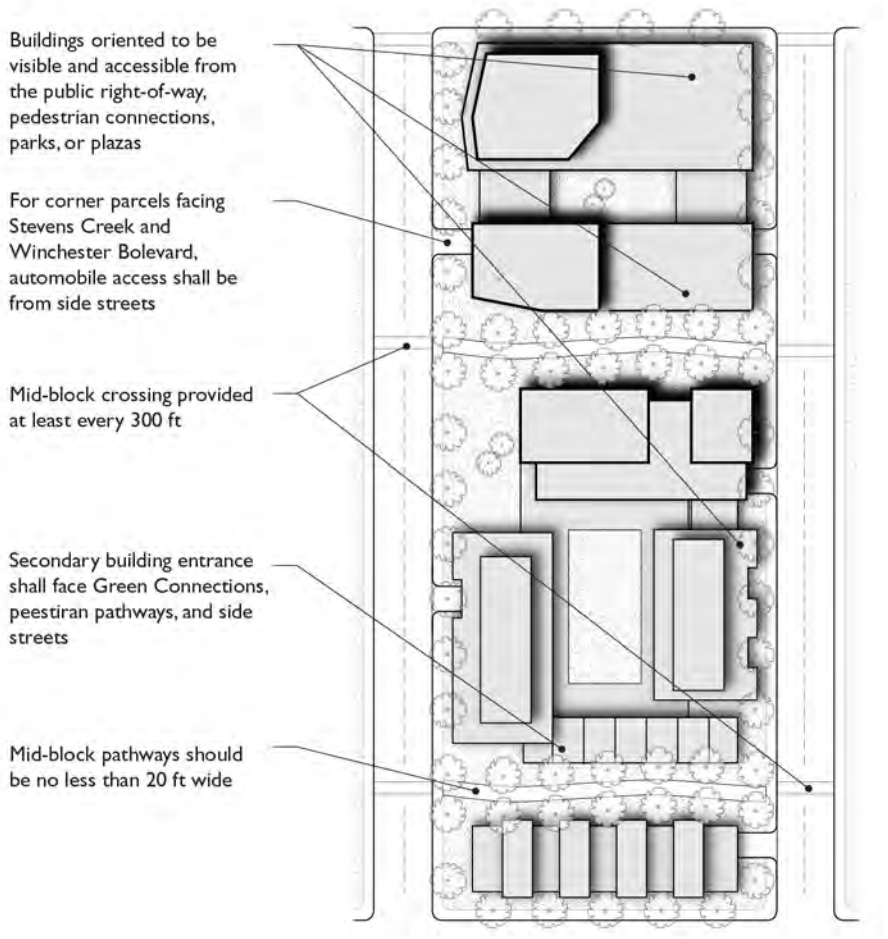
DS-1 For blocks longer than 500 feet, mid-block connections shall be provided every 300 feet, at minimum.

DS-2 Mid-block pathways shall be no less than 20 feet wide.

DS-3 Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas. Buildings that face onto two public streets shall provide visible and accessible entrances onto both streets.

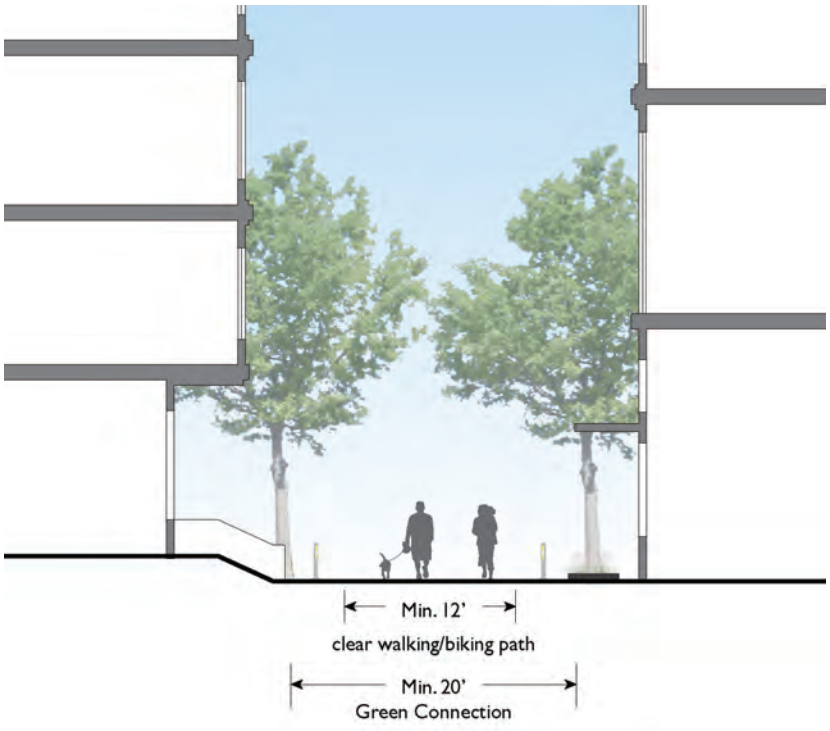
DS-4 Buildings shall align with street frontages and public pedestrian pathways to create continuous street walls.

DS-5 Secondary building entrances shall face Green Connectors, pedestrian pathways, and side streets.



DS-6 Automobile access to corner parcels shall be from side streets in an effort to reduce pedestrian and vehicle conflicts along Winchester Boulevard and Stevens Creek Boulevard and to create a continuous pedestrian environment.

DS-7 Green Connectors shall be no less than 20 feet wide with a minimum 12-foot clear walking/biking path.



Guidelines

DG-1 *Encourage mid-block connections and walkways to be integrated with building entrances, transit stops, plazas and parks.*

DG-2 *Locate entrances and upper-story windows such that they look out onto and, at night, cast light onto, sidewalks and pedestrian paths.*

DG-3 *Promote activity and visual interest at the ground level through by incorporating pedestrian amenities, landscaping, and public open space.*

DG-4 *Define open spaces through low walls, fences, or landscaping. Open space should not be bordered by surface parking areas.*

DG-5 *Improve the setback area along the residential street frontages with trees and planting to enhance the landscape quality and the character of the existing residential street.*

BUILDING DESIGN

Standards

DS-8 Buildings wider than 75 feet shall be subdivided into portions or segments that read as distinct volumes of a maximum 50 feet in width.

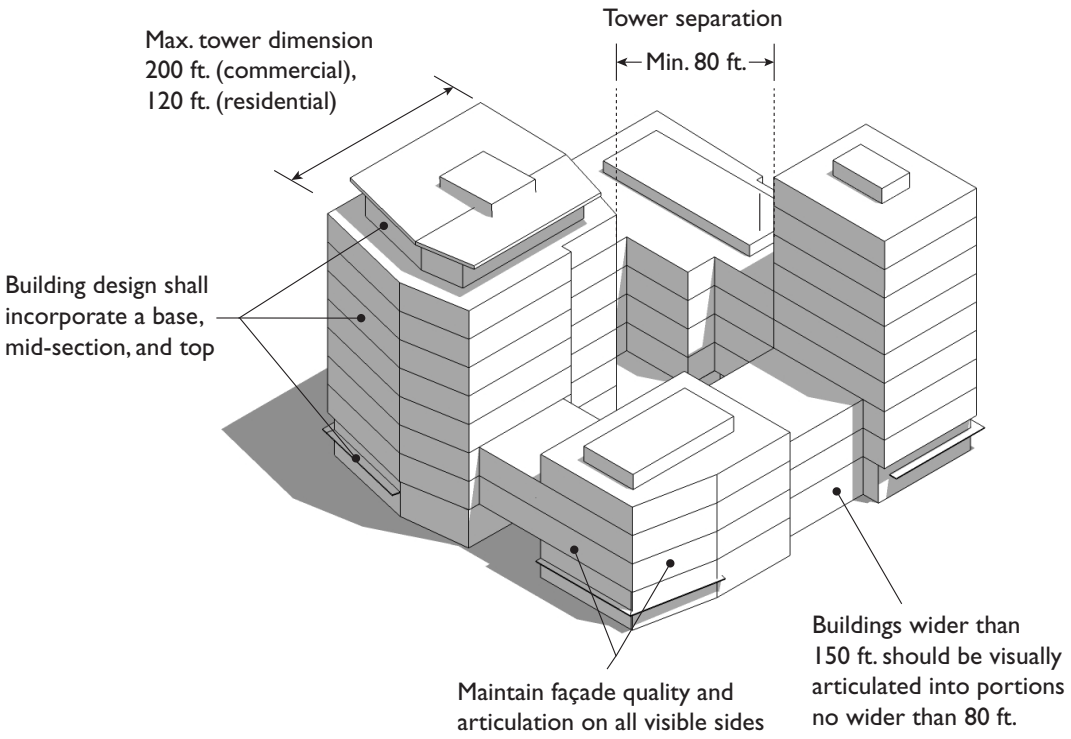
DS-9 Buildings should contain the three traditional parts of a building: a base, a mid section, and a top.

DS-10 Buildings shall be "four-sided", maintaining the façade's quality of architectural articulation and finishes on all visible sides.

DS-11 Building massing shall be broken up through height variation and facade articulation such as recesses or encroachments, shifting planes, creating voids within the building mass, varying building materials, and using windows to create transparencies. Street-facing facades shall include vertical projections at least four feet in depth for a height of at least two stories for every 25 horizontal feet.

DS-12 Towers dimensions shall not exceed 120 feet for residential uses or 200 feet for commercial uses.

DS-13 Towers shall be separated by a minimum 80 feet.



DS-14 Buildings shall be lined with active uses for 66% of the ground floor linear frontage. Active uses include retail, lobbies, event spaces, fitness centers, and community rooms that engage the public and are designed for transparency and interest.

DS-15 Window design shall reflect the different components of a building (ground floor lobbies, stair towers, office suites, or residential units).

DS-16 Building façades shall be constructed of high quality and durable materials such as stone, brick, tile, wood, glass, and metal.

DS-17 Colors should be harmonious; however, color contrast is encouraged to express architectural interest.

DS-18 Avoid highly reflective surfaces and materials that cause heat and/or glare for pedestrians and motorists.

Guidelines

DG-6 *Design building entrances that are visible and recognizable as such, and that fit in with the building's architectural style.*

DG-7 *Design spaces that balance privacy and safety with access to air and sunlight by prioritizing south facing open space opportunities.*

DG-8 *Incorporate usable outdoor terraces and rooftop gardens that overlook the street and provide visual interest.*

DG-9 *Recessed and projected balconies should be introduced as part of a composition that contributes to the scale and proportion of the building facades.*

DG-10 *Roofs should be an integral part of the building design and should respond to the general design of other roofs along Winchester Boulevard, Stevens Creek Boulevard and adjoining streets.*

DG-11 *Parapets in buildings with flat roofs should be finished with cornices, other horizontal decoration or clean edges with no visible flashing.*

DG-12 *Design upper-story windows that are evenly spaced, vertically-oriented and similarly-sized to create a pattern along the street and give a building a sense of human scale.*

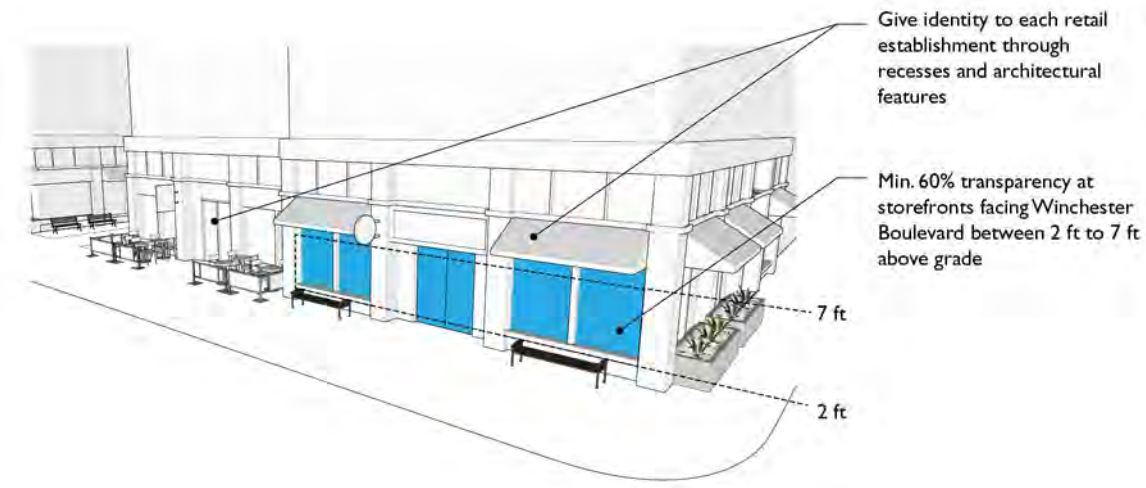
DG-13 *Incorporate outdoor terraces and rooftop gardens that overlook the street and provide visual interest.*

GROUND LEVEL DESIGN – NON-RESIDENTIAL AND MIXED USE

Standards

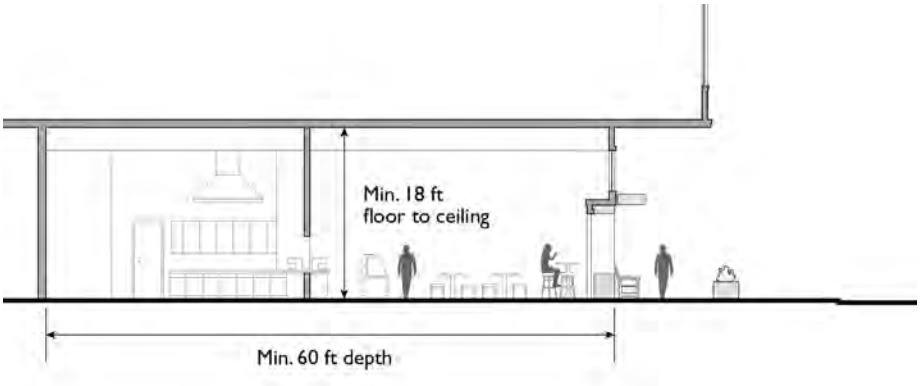
DS-19 Building facades facing Winchester and Stevens Creek boulevards shall consist of storefronts with clear, un-tinted glass or other glazing material on at least 60% of the surface area of the facade between a height of two and seven feet above grade.

DS-20 Ground-floor entrances shall be well-defined, inviting, easy to find and oriented to the pedestrians. Ground-floor facades shall be designed to give identity to each retail establishment, through recesses and architectural features that are integral components of the building's composition.



DS-21 Ground floor commercial spaces shall be a minimum depth of 60 feet.

DS-22 Ground floor commercial spaces shall be a minimum floor-to-ceiling height of 18 feet.



DS-23 Use large areas of glazing to allow high visibility of the commercial space interior and merchandise display to engage the pedestrians.

DS-24 Display merchandise in the public right of way to activate the street and engage the pedestrians. This may require a permit from City of San Jose Department of Public Works if it is utilized in the public right-of-way.

DS-25 Interior tenant spaces shall be designed with "stubbed-out" plumbing, electrical, mechanical, and ventilation systems, grease interceptor(s) on site, or grease trap(s) to increase their marketability and flexibility for future restaurant and food service/bakery type uses.

DS-26 Avoid large blank walls adjacent to the public right-of-way by locating active uses on the ground floor.

DS-27 Franchise architecture is not permitted.

DS-28 A minimum of one pedestrian building entry shall be provided to the street front for each 50 feet of residential street frontage.

DS-29 Entrances to residential, office or other upper-story uses shall be clearly distinguishable in form and location from ground-floor commercial entrances and must face a street or courtyard.

DS-30 New buildings shall provide use high quality materials for the ground floor facing a public street. Avoid using stucco for the ground floor of large commercial or mixed-use buildings.

DS-31 Avoid opaque windows or windows covered with blinds at the ground floor.

Guidelines

DG-14 *Incorporate frequent entries and ample fenestration with visible activity on all publicly exposed façades of commercial and commercial mixed-use buildings.*

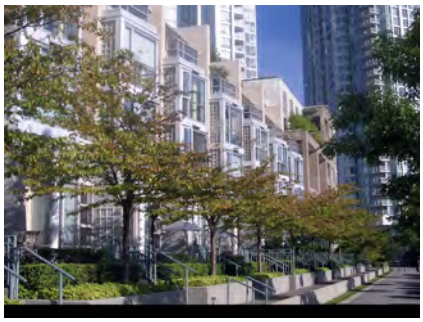
DG-15 *Incorporate awnings, porticoes, vertical massing elements, and other architectural elements.*

DG-16 *Design commercial establishments to complement the pedestrian oriented nature of the Village. Larger establishments should be designed with a pedestrian orientation that provides continuous connections with adjacent Green Connectors or other pedestrian pathways.*

DG-17 *Allow opportunities for small pop-up stores that have a window opening to the street to encourage pedestrians to stop and activate the sidewalk.*

DG-18 *Have flexible spaces that can accommodate a variety of retail spaces including restaurants, bakeries, flower shops, coffee shops and art stores. Retail space should be designed with flexibility to accommodate a wider range of tenants and adapt to market changes over time. Create opportunities for smaller sellers and mini-shops such as packaged food vendors to sell their food in a smaller scale space and flexible spaces that can accommodate a variety of retail spaces.*

DG-19 *Incorporate creative signs that are the interpretation of the store character to give a unique identity to each store.*



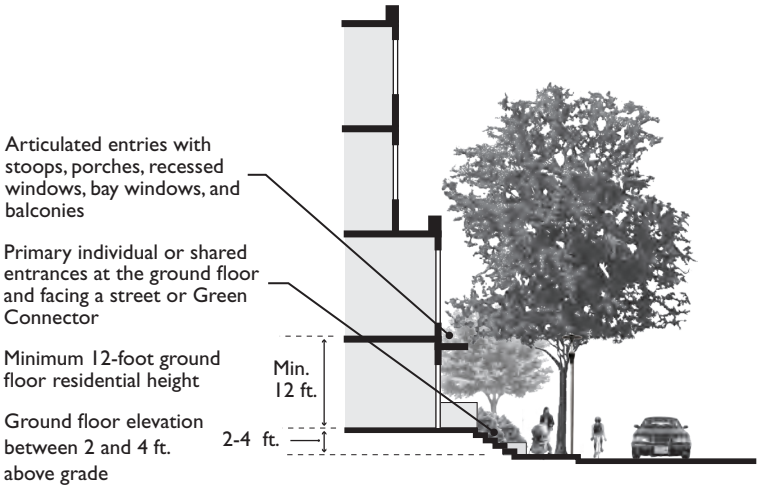
GROUND LEVEL DESIGN – RESIDENTIAL

Standards

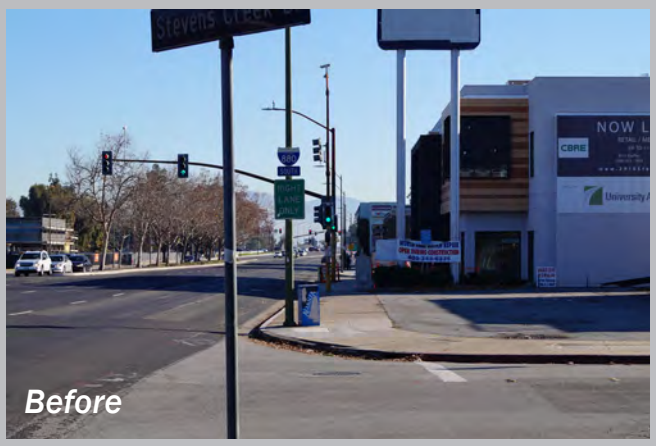
DS-32 Primary building entries, either individual or shared, shall be prominent and easy to identify; shall face a public street, pedestrian path, or Green Connector; and shall incorporate a projection (porch, stoop, bay window, etc.), recess, or combination of porch or recess.

DS-33 The finished floor elevation shall be between two and four feet above the sidewalk elevation.

DS-34 Townhouse development shall incorporate landscaping in the required setbacks.



STEVENS CREEK BOULEVARD VISUALIZATION



PARKING, LOADING AND ACCESS

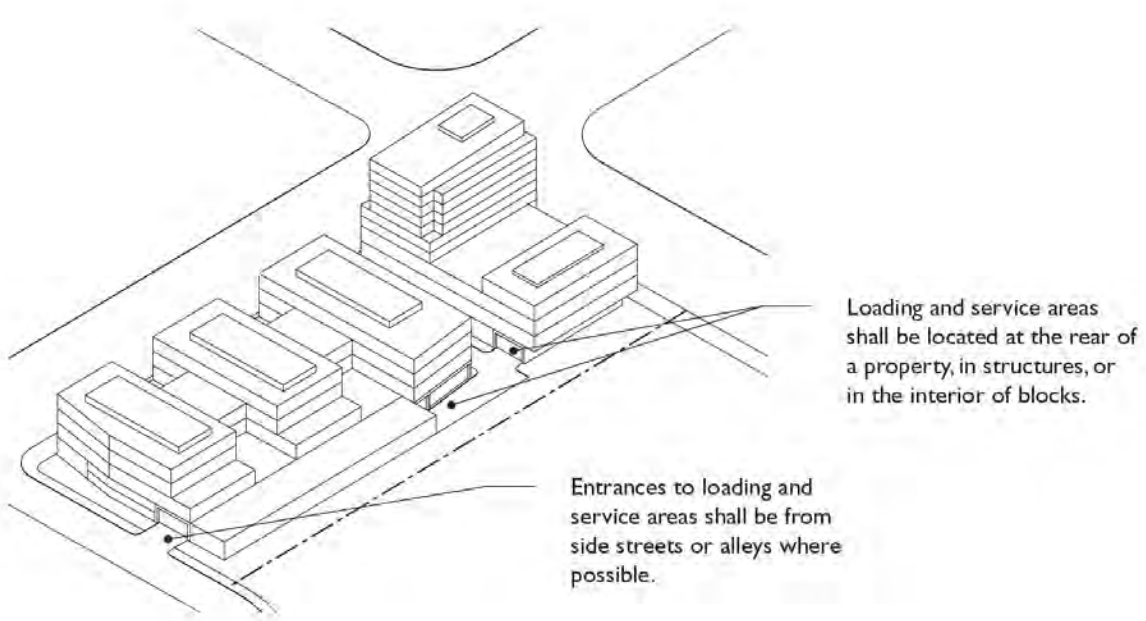
Standards

DS-35 Loading and service areas shall not be visible from the right-of-way and shall be located at the rear of a property, in structures, or in the interior of blocks.

DS-36 Entrances to loading and service areas shall be from side streets or alleys where possible.

DS-37 Parking structures shall not be visible from Winchester and Stevens Creek boulevards. Structures shall be underground, wrapped with habitable uses or fully screened with decorative screens or public art

DS-38 Surface parking shall not be permitted between the sidewalk and building façade.



Guidelines

DG-20 *Wherever possible, locate entrances to parking lots, structures, or podiums along the side of a building and accessed from an alley or a driveway along the side of the property.*

DG-21 *Provide a pedestrian-friendly access to parking areas located at the side or rear of the building.*

DG-22 *If parking access is located on a primary street frontage, minimize the length of the curb cut and explore the possibility of sharing parking, driveways and/or loading areas with adjacent property owners.*

DG-23 *Locate bike parking such that it is visible and as close to the primary building entrance as possible.*

SUSTAINABILITY

Standards

DS-39 All new development shall be consistent with or exceed the City's Green Building, renewable energy, stormwater and trash management, Ordinance and City Council Policies, 2040 General Plan Environmental leadership section as well as State and/or regional policies.

Guidelines

Energy Efficiency in Buildings

DG-24 *Incorporate building materials that are locally made, produced with minimal pollution, and create minimal adverse impacts to the environment.*

DG-25 *Use materials from local salvage companies and/or materials that are reclaimed during the deconstruction phase of redevelopment sites within the region.*

DG-26 *Consider life cycle heating and cooling costs for potential building materials to maximize energy conservation. Incorporate screens, ventilated windows, green roofs, shade structures and shade trees along facades, rooftops and surface parking lots to minimize heat gain effects.*

DG-27 *Provide openable windows that allow natural ventilation and potentially eliminate the need for mechanical ventilation. If mechanical systems are necessary, use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.*

DG-28 *Select lighting fixtures to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.*

DG-29 *Incorporate photovoltaic in private development to capitalize on sun exposure for reduction in energy costs.*

Stormwater Management

DG-30 *Manage stormwater runoff in compliance with the City's Post-Construction Urban Runoff (6-29) and Hydromodification Management (8-14) Policies.*

DG-31 *Use native or drought tolerant plant species that require low water usage and maintenance.*

DG-32 *Use natural drainage such as bioretention in on-site pocket parks and other landscaped areas to filter surface water run-off.*

DG-33 *Use permeable paving surfaces in parking lots and other paved areas to increase natural percolation and on-site drainage of stormwater.*

Trash Management

DG-34 *Keep the sidewalk in front of all development free of solid waste. Refer to Chapter 9.10.510 of the Municipal Code for more information.*

DG-35 *Install public trash receptacles on private and public rights-of-way within 25 feet of any point of pedestrian ingress or egress. These receptacles trash shall be maintained and regularly emptied.*